

HOW CHURCH CONNECTION CARDS

CAN HELP GROW YOUR PARISH



Let's Keep in Touch!

Thank You
for Joining
Us at Mass
LET'S
KEEP IN
TOUCH!

Name

Phone Number

Email Address

Address

City, State, ZIP

Yes! I want to be added to your email list.

Yes! I'm interested in becoming a member.

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No doubt, your parish welcomes a variety of visitors each week. And while you can't always spend a great amount of time introducing yourself and asking where they're from, it's essential to somehow capture their information so as to form a connection with them down the road. A great way to do that is with church connection cards.

Known better as "visitor cards," they are designed for people to fill out for more information about ministries, Mass times, sacramental schedules, and more. These cards have seen an upgrade in the last few years to accommodate those who are less likely to want to share their information. That's why it's important to carefully choose what you absolutely need on the cards, and what can wait.

DRILL DOWN TO THE BASICS

Knowing what your parish is capable of doing to connect with people will help direct you on what to put on the card. Do you have a welcome ministry leader who can make personal phone calls? If so, request a phone number on the card, along with visitor name and email. This way, someone can call them

the following week to introduce themselves, share a little about the parish community, and ask if there is anything in particular they're searching for. This doesn't have to be an intensive 30-minute conversation. In fact, the shorter the conversation, the better!

Do you absolutely need to know someone's address, material status, number of kids, or what their hobbies

are in order to reach out later? More likely, that answer is no. If that's the case, don't ask them for it! Three or four simple fields are all you need. The rest — if you get them to come back! — can be captured later.

Pro-tip: Encourage people to fill out the cards by offering them a gift card to a local coffee shop or grocery store as a thank you. Think, "Fill out this card so we can buy you a cup of coffee!"

LET YOUR CREATIVE JUICES FLOW!

The cards you distribute should be clean, creative, and really "home in" on what your faith community is all about. Does your parish have a logo and branding? If so, make sure that your card reflects that. **Pro Church Tools** has some awesome examples of Church Connection Cards that'll inspire you.

Some unusual ways for these cards to stand out are using different sizes, instead of the usual postcard or business card size. As long as you're not mailing them out (the cost of postage for unusual-sized postcards can be steep), these cards should be relatively within budget when purchased online. Some places to check out are **Vistaprint.com** and **Gotprint.com**. (Be sure to Google for promo codes before you place your order for substantial savings!)

Pro-tip: If you're an LPi bulletin customer, you have free access to WeCreate, our Catholic art and content portal. This is where you can find the latest in stock photography, church clip art, weekly Gospel reflections, children's art and activities, and more to make your communications attractive, engaging, and vibrant. You can also purchase a yearly subscription.

CAPTURE THEM WITH JUST A FEW WORDS

Finally, it can be possible to find just a few words to capture the attention of visitors and encourage them to fill out the card. A few header examples

include: Welcome Home; Sign Me Up!; Let's Keep in Touch; Looking for a Place to Belong?; and I'm Seeking Out More.

Additionally, if your parish is well-known for social justice programs or family ministries, consider adding it to the card as optional fields to check off if they'd like to learn more. Also consider adding check boxes for Baptism, First Communion, Confirmation, Adult seeking to become Catholic, and Grief Counseling, common points of interest for those seeking community.

Pro-tip: Parish and committee leaders are the perfect people to contact those interested in learning more. If you know, for example, that someone is interested in young adult ministry, the head of that committee would be a great person to reach out.

YES, DIGITAL CONNECTION CARDS ARE A THING!

Is digital communication more your style? That works, too! Capture your website visitors with a light box or "pop-up" message on your homepage, inviting them to enter their email and contact info to stay in touch. You can then follow-up by adding them to a parish community newsletter, monthly events email, or even the weekly bulletin as it is published.

A regular communication from your parish is a great way to capture the attention of visitors and gives you a chance to highlight important events in your parish. By inviting them to keep up with your parish, you're essentially inviting them into community, and showing them that there is a place for them in God's family.

Pro-tip: all LPi bulletin customers receive a free listing on ParishesOnline.com that automatically uploads their latest bulletin and sends out a link via email whenever a new publication is available. This is a great way to offer an emailed communication, without all the work that goes into actually creating one.



Discover Ways To Serve In Our Parish

NAME _____
PHONE NUMBER _____
EMAIL ADDRESS _____

Hospitality Women's/ Men's Ministry
 Food Pantry Prayer
 Other _____

VOLUNTEER

You don't need to write a novel in order to capture the attention of visitors. Think simple, such as Welcome Home; Sign Me Up; Let's Keep in Touch; and I'm Seeking Out More.

BECAUSE BUILDING A VIBRANT CHURCH MATTERS



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